Typography

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&

Images
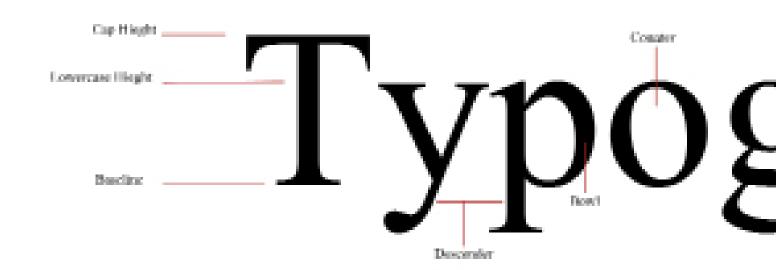
Table of contents

Introduction

Typography and images play a pivotal role in design, harmonizing aesthetics and communication.

They wield the power to convey messages, evoke emotions, and shape visual narratives within limited space.

Different typefaces, font weights, and styles can be used to create diverse visual effects and convey specific messages.

The selection of fonts, the spacing between characters and lines, the size and layout of text, and other factors that influence the way text appears on a page or screen.

Cap Hight

Lowercase Hight

Baseline

Counter

Descender

Bowl

Typog

graphy

Ascender

Terminal

Ear

Link

x-height

Serif

Terminal

Font

A font is a set of characters with a consistent style, size, and spacing. Fonts come in various types, like serif or sans-serif, and are used to display text in a specific design. Different fonts can convey various moods and messages in written content.

Arial Regular
Arial italic
Arial bold
Arial bold italic
Arial black

Myraid regular
Myriad italic
Myraid bold
Mtraid bold italic

Hierarchy

In design, a hierarchy refers to the organization and arrangement of visual elements and content to convey a sense of importance or emphasis. It involves using various design principles to guide the viewer's eye and help them understand the information or message presented. Hierarchy is crucial in design because it helps viewers quickly grasp the most important aspects of the design and navigate through the content.

The most important stands out most

As importance decreases so does its visual appeal

This allows the designer to create a map for you to follow

Putting the reader exactly where there supposed to be

Tracking

Tracking in design refers to adjusting the spacing between characters in a text. It enhances readability and aesthetics, making text more cohesive or airy depending on the context and design goals.

Tracking
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Tracking

Emphasis

Emphasis plays a pivotal role. By utilizing techniques like

bold text
italics
color contrasts
size variations
distinctive font styles

designers direct viewer attention, signify importance, and establish a clear visual hierarchy, ensuring effective communication and an aesthetically pleasing composition.

Consistancy

Consistency is vital for a unified visual identity. It entails using the same fonts, sizes, spacing, and styles throughout a project, creating a professional and cohesive look. This uniformity ensures readability, fosters brand recognition, and enhances the overall impact of the design.

Title

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